

## Korea Top Travel Agent Fam Tour, October 12 to 17



With cooperation and support from OVB, BIVB, MVB and the Korea Tourism Association of Hawaii (KTAH), **Hawaii Tourism Korea** successfully conducted a major Travel Agent Fam Tour with United Airlines from October 12-17, 2004. Accompanied by staff from Hawaii Tourism Korea, there were a total of 15 participants, including eleven of the top travel agents in Korea, one editor from a leading

travel trade publication, Global Travel News, and one manager each from United Airlines and Hawaiian Airlines. After participating in the fam tour, agents provided very positive feedback on Hawaii's tourism infrastructure, and a significant number of new Hawaii tour programs involving Oahu and one other island will be created for Korean package travelers as a result of the fam.



As the result of participation of a chief editor from the Global Travel News, the weekly newspaper generated 2 full-pages of coverage on Hawaii on Oct. 25. There will be a series of three more editorials on Oahu, Maui and the Big Island, with total coverage equivalent to \$96,000 in ad value.

## Gold Golf Tournament hosted by Gameway Sports, October 7, 2004



**Hawaii Tourism China** participated in the Gold Golf Tournament hosted by Gameway Sports on October 7, 2004. Hawaii Tourism China is launching a series of golf promotions in China, with "Golf in Hawaii" at the Gold Golf Tournament one of the featured events. During the Tournament, Gameway Sports distributed a marketing survey on Hawaii Golf Packages. As a result of the positive results from the survey, HTC has decided to make "Golf in Hawaii" one of its key new niche marketing themes for 2005 in the China market.

## **Hawaii Promotion at CITIC Plaza Shanghai, October 1 – 7, 2004**

**Hawaii Tourism China** negotiated with CITIC Plaza Shanghai, the leading luxury shopping mall in China, to feature Hawaii image videos during the golden holiday period – October 1 to October 7, 2004, in the center of the mall.

CITIC Plaza is one of the most popular and highest level shopping malls in China, which reaches not just high income Shanghai residents, but visitors from across China visiting Shanghai during the Golden Holidays. A 14-minute Hawaii scenery show was broadcast continuously via a giant screen in the atrium of the shopping mall during business hours throughout the week-long holiday.

## **Hawaii theme Volcano Pub Opened in Taiwan, Oct. 8, 2004**



At the opening of Taipei's first Hawaii themed restaurant on Oct. 8, **Hawaii Tourism Taiwan** extended assistance by inviting hula dancers from Hawaii, providing decor, and donating music CDs as raffle draw prizes. HTT staff were special guests at the opening ceremony.

**Photo (Left) : Hawaiian Hula dancers from Hawaii**



**Photo (Right): Hula dancers, Jemy See and Teresa Chang (Center) of Hawaii Tourism Taiwan**

## **Shuang Cheng District Cultural Exchange Fair in Taiwan**



**Hawaii Tourism Taiwan** co-sponsored "Shuang Cheng District Cultural Exchange Fair" featuring Hawaiian music & dances, Hawaiian decor, macadamia nut and Kona Coffee giveaways.

## **Asia Promotional Opportunities**

### **KOREA**

- a) Individual Media Visit - Tour de Monde (Nov. 30 ~ Dec. 9)
- b) Group Media Fam Trip (December)
- c) Samsung Mall Online Co-op Event (Nov. 1 ~ Dec. 31)
- d) Co-op Promotion with NexTour (November)
- e) SBS TV <Taste Vs. Taste> Shooting (Mid December)

For more details and for participation, please contact Irene Lee of Hawaii Tourism Korea at: [irenelee@marketinggarden.com](mailto:irenelee@marketinggarden.com)

### **CHINA**



- a) CITM 2004 (Nov. 25 – 28)
- b) Wedding and Golf Fam (November)

For more details and participation, please contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

Hawaii Booth Design for CITM

### **TAIWAN & Other Asia**

Taipei International Travel Fair (ITF) 2004 at the Taipei World Trade Center (Nov. 18-21)

For more details and participation, please contact Jemy See of Hawaii Tourism Taiwan at: [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)



Hawaii Booth Design for TITF